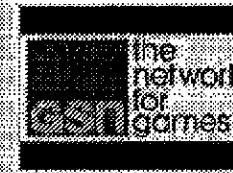


97 Part 2

->



+ *many more!*



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97_Part 2

Premium User Content on YouTube

- Select inventory available against most popular YouTube content creators
- Represents the first time select group of UGC can be targeted by advertisers
- - Premium UGC inventory meets acceptability standards and contains no potentially infringing content
 - Participating users affirm all content meets YouTube TOU
- *Popular high-profile content provides premium environment for YouTube advertisers*
- *Top User inventory available April 2007*



+ many more

97_Part 2-0002

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Premium Content

- YouTube Premium content inventory increases daily as new partners create channels and upload videos
- YouTube Premium Watch pages are non-racy licensed content videos
- Advertisers can purchase inventory run-of or by category (premium content not sold by-brand or partner name)
- Partner Content categories include Music, Entertainment, Comedy and Sports
- Current partners include Warner Music, Universal Music, Adult Swim, NHL
- 728x90 and all partner Watch Pages
- \$15 CPM



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97_Part 2-0003

YouTube Category Section



160x600 banner

(Rich media accepted)

\$10 CPM for specific categories

\$8 CPM Run of Category Pages

\$2 premium for additional targeting

Categories include:
Autos/Vehicles, Comedy, Entertainment, Film/Animation, Music, News/Politics, People/Blogs, Pets/Animals, Howto/DIY, Sports, Travel/Places, Gadgets/Games



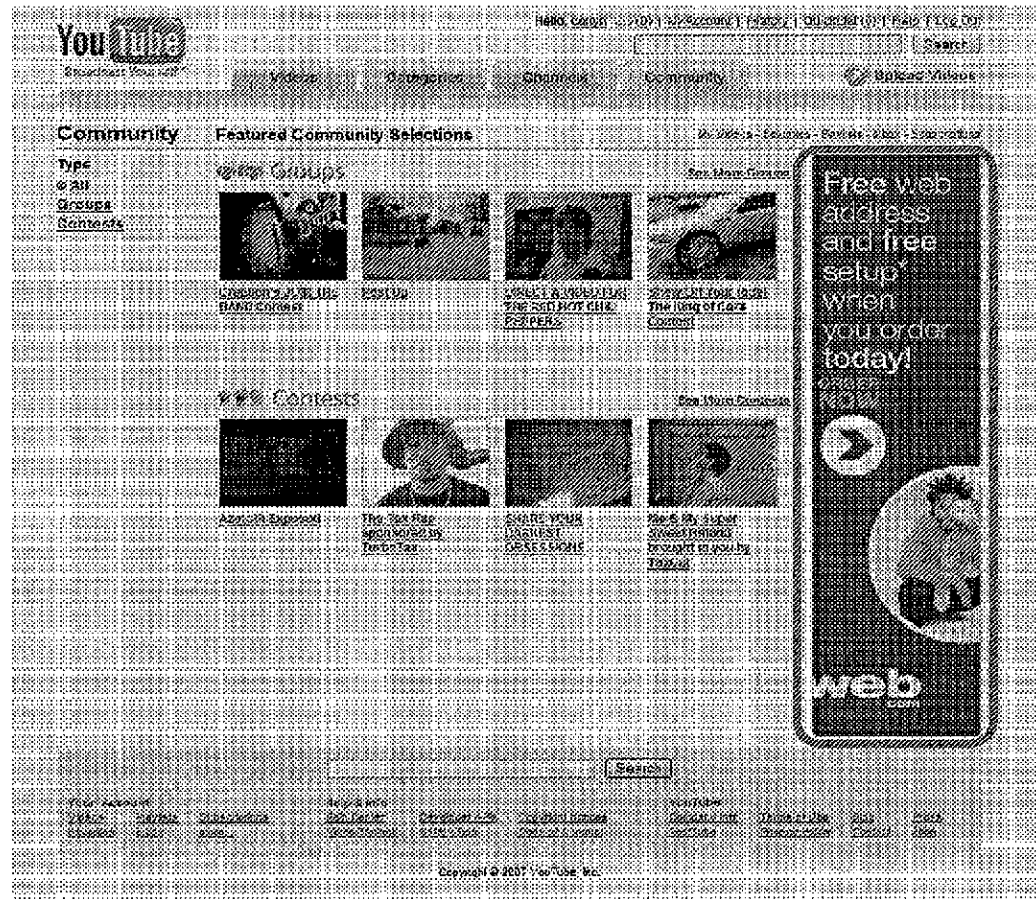
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600001-00305138

YouTube Community Section



160x600 (rich media accepted)

\$8 CPM Run of Community

\$2 premium for additional targeting



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GOO001-00305139

YouTube Channels Section



160x600 (rich media accepted)

\$8 CPM Run of Channel pages

\$2 premium for additional targeting



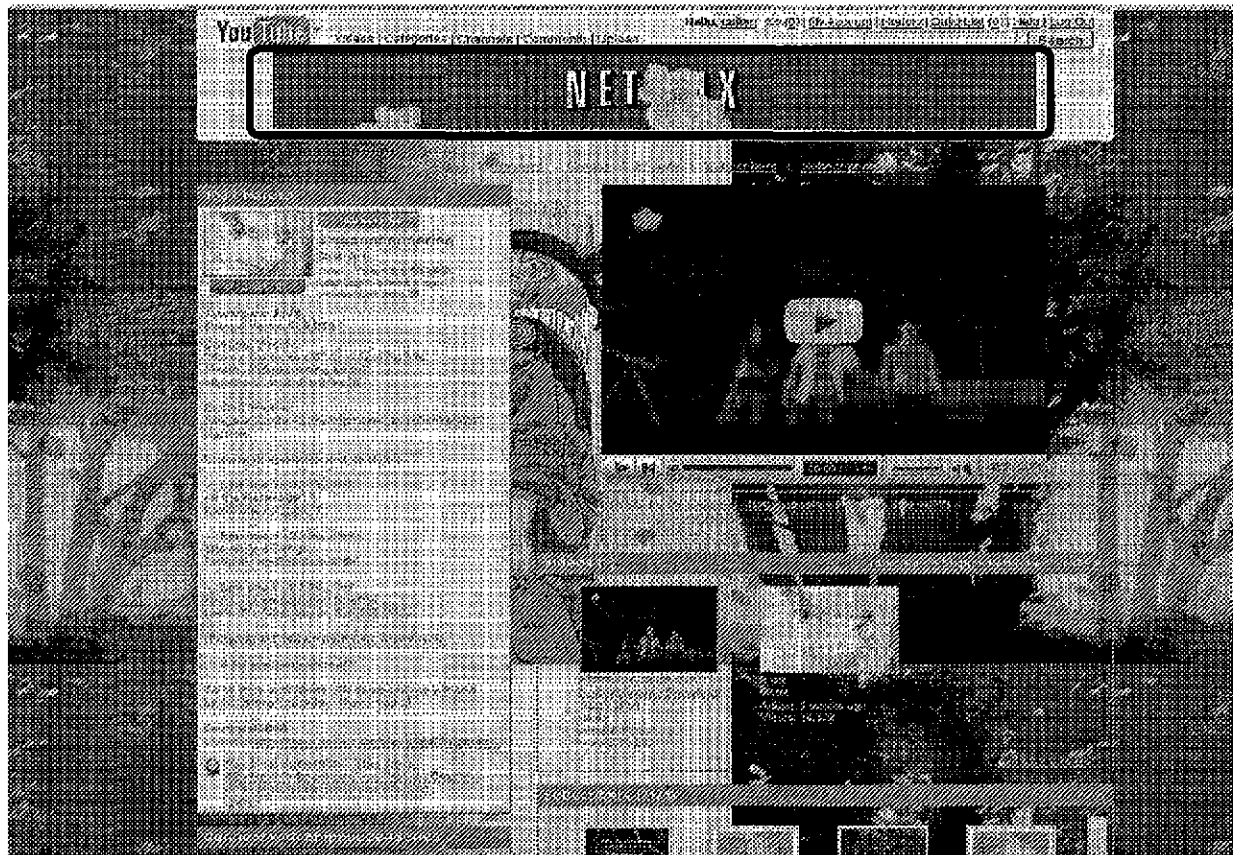
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97_Part 2-0006

Highly Confidential

G00001-00305140

YouTube User Channel Pages



728x90 (rich media accepted)

\$8 CPM Run of Channel pages

\$2 premium for additional targeting



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97_Part 2-0007

YouTube Videos Section



•Available
Video pages
that are _____
targetable

160x600 (rich media accepted)

\$10 CPM for a specific Video page

\$8 CPM Run of Videos pages

\$2 premium for additional targeting



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GO0001-00305142

YouTube Upload Path

The screenshot shows the YouTube 'Video Upload' page. At the top, there's a navigation bar with links for Videos, Categories, Channels, and Community. A 'Hello, carlyne' greeting and account links are on the right. The main heading is 'Video Upload'. Below it is a large text input field for the video title, followed by a 'Browse' button. A note mentions that users might have trouble uploading videos. There are two radio buttons for privacy: 'Public' (selected) and 'Private'. Below these are checkboxes for 'Embed' and 'Share on YouTube.com'. A paragraph of legal disclaimer text follows. At the bottom of the form is an 'Upload Video' button. To the right of the form is a 300x250 banner for the 'Submit Your Pick' contest, featuring a picture of a person and the text 'submit your pick now'. The footer contains various links like 'About YouTube', 'Help', 'Privacy Policy', and 'Terms of Service', along with a copyright notice for 2007.

300x250 banner
(no rich media)
\$12 CPM



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GOO001-00305143

YouTube Search Results



728x90 and 160x600
(rich media accepted)

\$15 CPM targeted
keywords

\$8 CPM for a specific
Search page (Sports)

\$6 CPM Run of Search
pages

\$2 premium for additional
targeting



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97_Part 2-0010

YouTube Director Video



- Video thumbnail runs in rotation on homepage
- Clicks through to a Watch Page
- Minimum 5% SOV required
- \$8 CPM



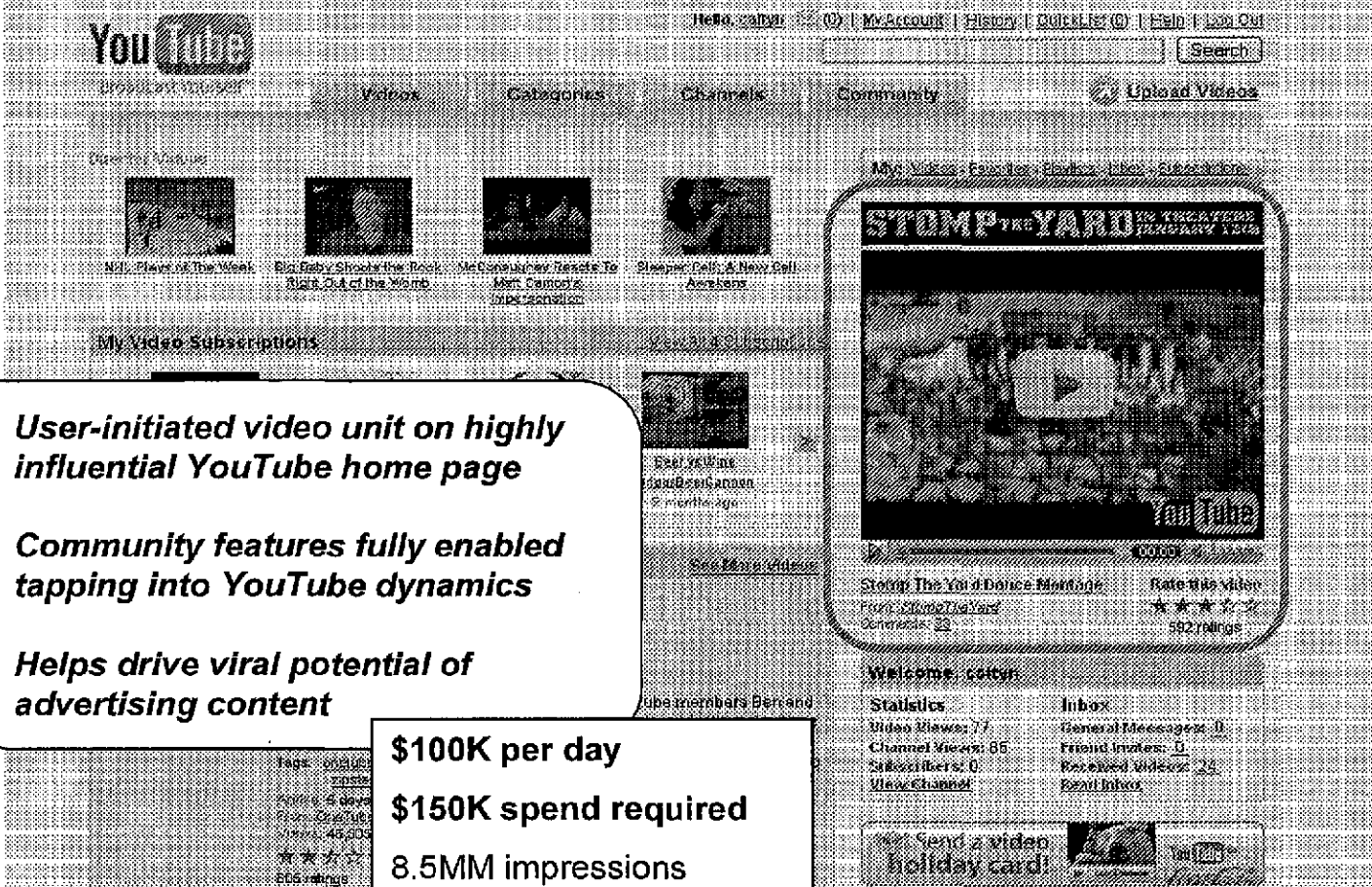
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GOO001-00305145

Participatory Homepage Video Unit



The screenshot shows the YouTube homepage interface. At the top, there's a navigation bar with links like 'Hello, carter', 'My Account', 'History', 'Quick Links', 'Help', and 'Log Out'. Below this are tabs for 'Videos', 'Categories', 'Channels', 'Community', and 'Upload Videos'. The main content area features a 'Discover More' section with video thumbnails and titles such as 'Will: Planet of the Week', 'Big Baby Shocks the Rock', 'Netrunner Teases To', and 'Sleeper Cell: A New Cell'. A 'My Video Subscriptions' section is also visible. On the right, a video player is embedded, showing a video titled 'STOMP THE YARD' with a play button overlay. Below the video player, there's a 'Statistics' section and an 'Inbox' section. A white box with black text is overlaid on the bottom left of the video player, displaying the following information:

- \$100K per day**
- \$150K spend required**
- 8.5MM impressions**



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97_Part 2-0012

Standard Watch Page – VALUE ADD

The screenshot shows a YouTube video player for the video 'Sandra Bullock - Premonition'. The video is from the channel 'PremiereEun10ne'. The page includes a fixed 728x90 banner at the top, a video player, a description box, a 'More from this user' section, and a 'Comments & Responses' section. Annotations point to various features:

- Fixed 728x90 banner**: Points to the top banner area.
- Link to advertiser channel**: Points to the channel name 'PremiereEun10ne'.
- Option to subscribe to advertiser's channel**: Points to the 'Subscribe' button.
- Link to advertiser website**: Points to the 'http://www.sony.com/premonition...' link.
- Option to allow or disable external embeds of advertiser video**: Points to the 'Embed' button.
- Expandable text for description of video**: Points to the video description text.
- Other advertiser videos populated under "More From this User" tab**: Points to the 'More from this user' section.
- Community interaction with advertiser video**: Points to the 'Comments & Responses' section.



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GOO001-00305147

Standard Channel Page – VALUE ADD



Fixed 728x90 banner

User-initiated video player and link to full Watch Page

Community interaction with advertiser

Other Advertiser videos that link the advertiser watch pages

Advertisers acts as user and selects their favorite videos



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97_Part 2-0014

YouTube Brand Channel – VALUE ADD



- Custom hardcoded unit built into top of page
- Color scheme customizable
- Video unit plays upon page load
- Houses all advertiser video spots
- Community interaction with channel through subscribers, comments, and postings
- Links included to website
- *\$200K minimum ad spend required to receive Brand Channel



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97_Part 2-0015

Watch Page (incl. w/ Brand Channel) - VALUE ADD



- Additional custom logo driving to brand channel
- "More From This User" section includes other advertiser videos
- Fixed 728x90 banner on top of Watch Page



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97_Part 2-0016

YouTube Custom Contest - VALUE ADD



- Custom hardcoded unit built into top of page
- Options to add, manage, remove videos
- Set dates for submissions, voting, results, rewards
- Fixed 1600x600 on all contest pages
- Community interaction with contest viewing and voting
- Text included for rules/regs and text links to websites
- \$250K minimum ad spend required to custom Contest template



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G00001-00305151

Thank You



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